

## Message Text

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ACTION EA-10

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R 150104Z JAN 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 3497

INFO USDOC WASHDC

AMEMBASSY KUALA LUMPUR

AMEMBASSY SINGAPORE

AMEMBASSY TAIPEI

AMEMBASSY TOKYO

AMCONSUL SYDNEY

UNCLAS HONG KONG 0511

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: GLOBAL MARKET RESEARCH: MARKET FOR BUSINESS EQUIPMENT AND  
SYSTEMS IN AUSTRALIA, HONG KONG, JAPAN, MALAYSIA,  
SINGAPORE AND TAIWAN - BID PROPOSALS

REF: STATE A-8667 OF 11/19/74

### SUMMARY:

SIX OF NINE FIRMS INVITED BID ON SUBJECT RESEARCH. BIDS RANGED  
BETWEEN HK\$16,800 AND HK\$30,000 PER STUDY. WE RECOMMEND  
ACCEPTANCE OF TRANS-MARKET RESEARCH PROPOSAL FOR HONG KONG  
STUDY. END SUMMARY

1. FOLLOWING NINE FIRMS, OF WHICH SIX RESPONDED, INVITED TO  
SUBMIT PROPOSALS FOR SUBJECT RESEARCH: BUSINESS INTERNATIONAL  
ASAI/PACIFIC LTD. (BI); HONG KONG PRODUCTIVITY CENTRE (HKPC);  
INTERNATIONAL RESEARCH ASSOCIATES (ASIA) LTD. (IRA); MOBIUS;  
P.A. MANAGEMENT CONSULTANTS LTD. (PA); SPECTRUM INTERNATIONAL  
MARKETING SERVICES (H.K.) LTD. (SIMS); SURVEY SERVICES (HK)  
LTD. (SS); TRANS-MARKET RESEARCH LTD. (TMR); AND WEBB ASSOCIATES  
(WEBB). IRA, SS AND WEBB DID NOT RESPOND.

2. FOLLOWING IS SUMMARY OF NUMERICAL PORTIONS OF PROPOSALS:

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COUNTRY	FIRM	PRICE	PERSONAL	DISCOUNT
			INTERVIEWS	FOR MORE THAN
			ONE STUDY	
AUSTRALIA	BI	HK\$21,825	20 - 30	-
HONG KONG	HKPC	20,000	50	-
	MOBIUS	19,000	50	-10-O/O FOR 2
				-15-O/O FOR 3
				-18-O/O FOR 4
				-20-O/O FOR 5F
	PA	17,150	30 - 35 PHONE	- 5-O/O FOR 2
			30 - 35 PERSONAL	
	SIMS	30,000	65	-
	TMR	16,800	30 - 40	-
JAPAN	MOBIUS	21,000	56	SEE ABOVE
MALAYSIA	MOBIUS	18,500	50	SEE ABOVE AND
			MINUS ADDITION	
AL				
			5-O/O FOR AW	
ARD				
			TOGETHER WITH	
			SINGAPORE STUD	
Y.				
	TMR	18,000	30 - 40	-
	MOBIUS	19,000		
SINGAPORE			50	SEE ABOVE
	TMR	16,800	30 - 40	-
TAIWAN	MOBIUS	19,000	50	SEE ABOVE
	PA	21,100	35 PHONE	SEE ABOVE
			35 PERSONAL	
	TMR	18,000	30 - 40	-

### 3. COMMENTS ON PROPOSALS:

A. BI'S PROPOSAL FOR AUSTRALIA STUDY LOOKS REASONABLY GOOD BUT NUMBER OF INTERVIEWS OFFERED SEEMS RELATIVELY SMALL. SYDNEY CAN PROBABLY ASSESS THIS ONE BETTER THAN WE.

B. HKPC'S PROPOSAL SHOWS GOOD UNDERSTANDING OF SPECIFICATIONS AND FAMILIARITY WITH AVAILABLE STATISTICS AND MARKET PLACE. EXPERIENCE INCLUDES 1974 STUDY OF COMPUTER MARKET IN HONG KONG.  
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PRICE WAS ON HIGH SIDE, HOWEVER.

C. MOBIUS'S PROPOSAL OFFERS 500 MAILED QUESTIONNAIRES IN ADDITION TO PERSONAL INTERVIEWS IN EACH COUNTRY. MOBIUS'S EXPERIENCE AND CAPABILITIES WELL KNOWN TO DEPARTMENT.

D. P.A. OFFERS WHAT APPEARS TO BE VERY THOROUGH APPROACH AT COMPETITIVE PRICE. FIRM HAS VERY EXTENSIVE EXPERIENCE IN

BUSINESS EQUIPMENT STUDIES. UNDERSTANDING OF SPECIFICATIONS  
APPEARS GOOD.

E. SIMS'S BID UNUSUALLY HIGH, THOUGH THEY OFFER MORE PERSONAL  
INTERVIEWS THAN ANYONE ELSE AND SEEM TO HAVE GOOD UNDERSTANDING  
OF SPECIAL COMPETITIVE FACTORS IN HONG KONG. PERSONNEL ALSO  
SEEM TO HAVE VERY GOOD BACKGROUNDS. NUMBER OF PERSONAL  
INTERVIEWS SEEMS UNNECESSARILY LARGE, HOWEVER, AND PRICE TOO  
HIGH.

F. TMR NOT ONLY HAD THE LOWEST PRICE BUT CLEARLY THE BEST  
WRITTEN PROPOSAL. FIRM TOOK TIME TO DO BRIEF INVESTIGATION OF  
PRESENT COMPETITIVE FACTORS AND MARKET SITUATION AND TO TAILOR  
PROPOSED STUDY TO LOCAL REALITIES. WE WOULD EXPECT MINIMUM  
WASTED EFFORT AND COMPETENT REPORT FROM THIS FIRM. WE RECOMMEND  
TMR BE AWARDED HONG KONG STUDY.

4. TWO COPIES OF EACH PROPOSAL FORWARDED TO COMMERCE  
(BIC/OIM/MRD 216) VIA AIRMAIL.  
CROSS

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
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**Disposition Comment:**  
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